

Special Joint Meeting
Council and Board
May 18, 2000

Welcome
Welcome

Welcome
To Downtown
Lodi!

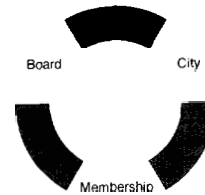
Special Thanks

- City Council
- City Staff
- DLBP Membership
- DLBP Board
- DLBP Staff
- Greg Soligan
- Tillie Easterling
- Marc Lutz Sharednet



Creating a Strong Downtown with Teamwork

- Peter Westbrook President
- Chuck Higgs Past President
- Dana Chapman Vice President
- Tillie Easterling Secretary
- Shawn Mazzanti Treasurer
- Greg Soligan
- Rich Marini
- Lyle Johnson
- Darrell Didreckson
- Phil Biddle
- Dev Thornton
- Alan Nunes
- Lewis Van Buskirk Executive Director
- Linda Miglio Administrative Assistant



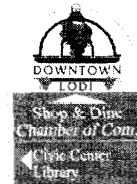
Restructuring the Organization

- Strong Board Focused on Results
- 10 Meetings in less than 4 months
- Restructured the Office
 - New Technology
 - New Personnel/Skills
 - Focus on Communication
 - Focus on Events
- Utilize Outside Bookkeeper
 - The "Books" are in order
- Transferring Billing and Collection back to the City
 - Received \$15,000 for years 2000 and 2001
- New CPA (50% cost reduction)
- New Web Site
- New Newsletter



Goals & Challenges Ahead

- Making Downtown Lodi the Valley's "Entertainment Mecca"
- Bring More People Downtown
- Build our Brand
- Build a Strong Partnership with the City with an Expanded Budget
- Complete Decorations throughout the BIA
- Increase Membership Base by Expanding the District
- Restructure the Fee Base to Better Reflect the Membership
- Increasing Volunteer Base (active members)
- Gaining full support of the City of Lodi Creating self sustaining events
- Partnering with other organizations
- Managing the Downtown as a Valuable Asset
- Parking
- Signage (Directional & Parking)
- Dispel the Myths



The Myths

- "The DLBP Should Eventually be Completely Self Funded" (1997 - 2002)
- "The City Contributes More on Average than other Cities" (2001 - 2002)
- "Cutting the Budget will Promote Self Reliance" (2002)
- "Greater Funding to the DLBP will Create a Conflict with Other Groups" (You Can Spend Less on Marketing and achieve Greater Results)
- "The City Staff Spends Entirely Too Much Time on DLBP Business" (2001)
- "The City can Bill and Collect the Assessments for Less" (1997 - 2002)
- "The DLBP Should be Further Along in its Development" (2001)
- "Any Event is a Good Event" (2002)



Are We Better off Today?

- 1996 Approximately 45% Vacancy
- 2002 Approximately 5% Vacancy
- 1996 Ongoing Parking Issues
- 2002 Parking Opportunities (New Elm Street Lot & Garage)
- Sales Tax Revenues are up
- Investment in Downtown Lodi is Higher than it's Ever Been
- New Lodi Stadium 12 (10,000 people per week)
- New Businesses are moving in
- Special Events Brought in over 85,000 People Last Year
- All Major Controversies have Subsided



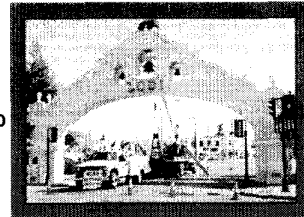
2001 - 2002 Success Stories

- Restoration of the Bear
- Farmers Market
- Parade of Lights
- Kiddie Parade
- Downtown Lodi Live
- Halloween
- Wine Stroll
- Sees Candy Sales
- Downtown Lighting
- Parking



Restoration of the Bear raises Money for the Veterans Memorial

- 5,000 Attendees
- Total Donations \$11,297.00
- Cost of Restoration \$5,567.27
- Cost of Lighting \$393.80
- Fundraising & Events \$2,688.57
- Profit Donated to Memorial fund \$2,647.36



Farmers Market

- 1999 Average Attendance 1,200 night
- 2000 Average Attendance 2,000 night
- 2001 Average Attendance 2,600 night
- 2002 -2003 Grow Attendance to 3,000 per night
- New Vendors
- More Fresh Produce
- Live Entertainment
- New Beer Garden
- Great Exposure for Downtown
- Profitable
- Regional & National Notoriety
- Expand the Calendar to Year Round



Parade of Lights

- 1999 65 Entries & 18,000 Attendees
- 2000 75 Entries & 25,000 Attendees
- 2001 94 Entries & 30,000 Attendees
- 2002 -2003 110 Entries & 40,000 Attendees
- TV Exposure
- Family Oriented
- Profitable



Kiddie Parade

- 1999 1,100 Participants 3,000 Attendees
- 2000 1,350 Participants 4,000 Attendees
- 2001 1,500 Participants 5,000 Attendees



Downtown Lodi Live

- 1999 to 2000 Beer Fest 2,000 to 2,200
- 2001 Downtown Lodi Live 4,000 Plus
- Event was held the Weekend After September 11
- Event was Highly Successful in Bringing People Downtown
- 2002 Downtown Lodi Live 6,000 Plus Attendees



Halloween

- 1999 500 Adults and Children
- 2000 1,200 Adults and Children
- 2002 2,000 Adults and Children



Wine Stroll

- Partnered with the Chamber of Commerce
- DLBP donated Glasses
- Equal Participation for Members
- DLBP Members Accounted for 18 of the 28 Locations
- 500 to 1,000 Attendees
- No Planning
- No Risk
- Great Exposure



Sees Candy

- New & More Stores Participated
- Expanded from Christmas to Easter
- Great Exposure for our Merchants
- Convenient for our Customers
- Another Reason to Come Downtown
- Profitable



What's in Store for 2002 - 2003

- Grow Existing Events
- Introduce Downtown Saturday Night
 - 11 new events with Themes (one per month plus Downtown Lodi Live)
- Make Farmers Market Year Round
- Expand Farmers Market to include Beer Garden, more Vendors, more Crafts
- More Wine Strolls
- New Street fair partnered with Chamber or Other
- Dispel the "Myths"



New Management for Downtown Lodi

- The BIA is the DLBP's to Manage
 - New Event Agreement (City Staff)
- The Venue is an Asset & Desirable
- Venue has Valuable
- Venue Needs to be Managed Professionally
- Finite Number of Days for Events
- Events Need to be Considered Carefully



Billing & Collection of Fees

- City of Lodi to do all future Billing and Collection
- Redistrict the LDBP to Increase Boundaries
- Propose New Fee Structure to Make Billing and Collection Easier/Fair
- Expand the Revenue Base
- Expand the Volunteer Base
- Expand the Market Opportunities



New Strategy to Include

- Bring All Members into the Fold
- Include Sacramento Street as part of the Core
- Bring Lodi Avenue, Church, Walnut, Oak and Locust up to Date
- Complete Decoration Program
- Need \$40,000 for one time improvement to complete



Advertising

- Focus on the New Strategies for a New Downtown
- Expand Participation through an Inclusive Medium for all Merchants
- Build the DLBP Brand with Every Event
- Create a Professional Tabloid with Photos and Feature Articles on your Businesses
- Include a Calendar of Events
- Clearly Separate Downtown Ads from the Rest
- Eliminate Clutter
- Time with Key Events and Themes



New Hours

- Merchants Must Expand their Hours
- Participate in as Many Events as Possible
- Bring their Stores Outside
- Bring Customers Inside
- Capture a portion of the 10,000 People that the Theater Brings in per week
- Capture a portion of the Traffic that new events will Generate



Professional Event Coordination

- Partner with other Non Profits and/or Professionals to Organize and Coordinate New Events
- Allows our Merchants to Concentrate on their Business
- Avoids Draining the Valuable Resources of the Staff, Volunteer Board and other Volunteers
- Attract Corporate Sponsors
- Create Incentives for Profitability & Sustainability
- Brings in Fresh Blood and Ideas
- Restructure Assessments to Better Reflect Membership Benefits



Parking

- Re-Educate our Merchants and Employees to park in Permitted Areas Only & the New Garage
- Require Parking Permits
- Re-Educate Customers to use Long Term Free Parking
- New Signage Directing All Theater & Long Term Parking to the FREE Garage
- Continue to re-evaluate the needs of our Customers
- Develop Additional Strategies with the City Staff



Increase the Budget & Increase the Results

- Re-establish the Strong Partnership with the City of Lodi and the DLBP and Show the Results
- Request \$100,000 for 2002 – 2003
 - \$60,000 for new events
 - \$40,000 Promotions/Advertising
- Begin to Bring in the Outlying areas of the BIA and complete the Decoration Project \$40,000
- Make a Commitment and an Investment that will Deliver Results
 - Create 11 New Events that will make Lodi the "Entertainment Mecca of the Valley"
 - Bring Over 200,000 visitors to Downtown Lodi in 2002 – 2003 (120% INCREASE OVER 2001)
 - Create Additional Sales Tax Revenue Through Increased Sales
 - Create New Opportunities for New Businesses to Locate Downtown
 - Create New Partnerships with other Groups to Promote Downtown Lodi as the "Place to be"
 - Promote the Downtown to Bring in the Foothills, Sacramento and North Stockton



Options for Funding

- Last Years Funding was \$47,000 Plus \$15,000 (\$62,000)
- Get Reimbursement for Billing and Collection Fees from the City for Years 1998, 1999 and 2002 (approximately \$22,500)
- Funding for Assessments never Collected (Approximately \$35,000)
- Turn Over All Current Collection Activities to the City Staff
- Invest all Reimbursed Revenues into Completing the Decoration Project to Include all of the BIA



Energize the Community

- Create 11 New Events
- Expand Existing Events
- Continue to Build a Professional Organization
- Expand the Volunteer Base
- Partner with Other Groups
- Emphasis on Planning
- Focus on Communication
- Bring in New Business
- Support New Construction Downtown, i.e., the New Sports Complex
- Build our Brand



**Thank You for a Great Year.
We Have Accomplished a lot
Together!**



1:13 PM

5/13/02

Downtown Lodi Business Partnership

A/R Aging Summary

As of May 13, 2002

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Abigail's Cottage	0.00	0.00	-200.00	0.00	0.00	-200.00
Adult Pleasures World Adult Book Store	0.00	10.00	0.00	0.00	100.00	110.00
Apollo Patrol Services	0.00	0.00	0.00	0.00	225.00	225.00
Bank of America	0.00	0.00	0.00	0.00	200.00	200.00
Beneficial Massage	0.00	0.00	0.00	0.00	20.00	20.00
BRIDGES FAMILY COUNSELING	0.00	0.00	0.00	0.00	120.00	120.00
Burtens Shoes	0.00	0.00	0.00	0.00	100.00	100.00
Cain Electric	0.00	7.50	0.00	0.00	187.50	195.00
Central Valley Internet	0.00	0.00	0.00	0.00	75.00	75.00
Check-N-Go	0.00	7.50	0.00	0.00	75.00	82.50
Cheryl Lafebre	0.00	7.50	0.00	0.00	292.50	300.00
Chrissy's Total Image	0.00	0.00	0.00	0.00	450.00	450.00
Crepe Vines, etc.	0.00	15.00	0.00	0.00	0.00	15.00
Downtown Market & Deli	0.00	20.00	0.00	0.00	200.00	220.00
Dr. Michael Basque, President of Posture	0.00	10.00	0.00	0.00	100.00	110.00
Edward Jones	0.00	15.00	0.00	0.00	0.00	15.00
El Tropical Club	0.00	0.00	0.00	0.00	100.00	100.00
Elegant Expressions	0.00	20.00	0.00	0.00	200.00	220.00
Fitness Pro	0.00	15.00	0.00	0.00	150.00	165.00
Fleuratations	0.00	20.00	0.00	0.00	200.00	220.00
Frames & Fine Things -	0.00	0.00	0.00	0.00	100.00	100.00
Garry's Lounge	0.00	20.00	0.00	0.00	200.00	220.00
Giant Discount Tire	0.00	0.00	0.00	0.00	205.00	205.00
Hazel's	0.00	40.00	0.00	0.00	1,040.00	1,080.00
International Yo-Yo Museum	0.00	0.00	0.00	0.00	600.00	600.00
Jan's Sweet Treasures	0.00	6.70	0.00	0.00	67.00	73.70
JDW Designs Inc	0.00	20.00	0.00	0.00	200.00	220.00
Jims Custom Machine	0.00	0.00	0.00	0.00	75.00	75.00
Kendra & Co.	0.00	0.00	0.00	0.00	15.00	15.00
Kidco Consignment New & Resale Shop	0.00	0.00	0.00	0.00	280.00	280.00
Kundert & Bauer Appliance	0.00	20.00	0.00	0.00	425.00	445.00
Lodi Barber Shop	0.00	15.00	0.00	0.00	375.00	390.00
Lodi Smog & Tune	0.00	7.50	0.00	0.00	75.00	82.50
Lodi Sports Club	0.00	0.00	0.00	0.00	130.00	130.00
Lyons Restaurant	0.00	40.00	0.00	0.00	1,000.00	1,040.00
M G Holistic & Body Work	0.00	15.00	0.00	0.00	150.00	165.00
Mexican Restuarant	0.00	10.00	0.00	0.00	210.00	220.00
Mocha-My-Day	0.00	20.00	0.00	0.00	372.00	392.00
Mom's Precious Treasures	0.00	-12.00	0.00	0.00	100.00	88.00
Morris Auto Supply Co. Inc.	0.00	20.00	0.00	0.00	200.00	220.00
Mountain Valley Counsel	0.00	10.00	0.00	0.00	100.00	110.00
Music Games Outlet	0.00	0.00	0.00	0.00	250.00	250.00
Nana's Attic	0.00	20.00	0.00	0.00	200.00	220.00
Neptune Motion Pictures	0.00	0.00	0.00	0.00	405.00	405.00
Office Staples	0.00	30.00	0.00	0.00	750.00	780.00
Old Town Antiques	0.00	20.00	0.00	0.00	800.00	820.00
Pac Bell	0.00	0.00	0.00	0.00	247.50	247.50
Pacific Gas & Electric	0.00	15.00	0.00	0.00	150.00	165.00
Perales Automotive	0.00	7.50	0.00	0.00	292.50	300.00
Pine Street Pub	0.00	20.00	0.00	0.00	480.00	500.00
Rashid Imports	0.00	10.00	0.00	0.00	200.00	210.00
Rocha's Funeral Home	0.00	15.00	0.00	0.00	150.00	165.00
Roy's Club	0.00	15.00	0.00	0.00	150.00	165.00
Salon Solon	0.00	7.50	0.00	0.00	75.00	82.50
Scott's Bare Furniture	0.00	0.00	0.00	0.00	200.00	200.00
Sinoloa Cafe	0.00	10.00	0.00	0.00	390.00	400.00
Steven J Cottrell Law Corp.	0.00	0.00	0.00	0.00	25.00	25.00
Taquiera El Monterey	0.00	10.00	0.00	0.00	220.00	230.00
The Daisy Shop	0.00	15.00	0.00	0.00	200.00	215.00
The Tea Cozy	0.00	13.33	0.00	0.00	133.34	146.67
The Tune Up Shop	0.00	7.50	0.00	0.00	75.00	82.50
Tim Bertsch Insurance Planning	0.00	5.00	0.00	0.00	105.00	110.00
Tokay Liquors	0.00	10.00	0.00	0.00	100.00	110.00
Tuxedos of Lodi	0.00	20.00	0.00	0.00	260.00	280.00
U S Safty Products	0.00	0.00	0.00	0.00	600.00	600.00
VEGA'S UPHOLSTERY	0.00	7.50	0.00	0.00	172.50	180.00
Webbs	0.00	0.00	0.00	0.00	600.00	600.00

:13 PM
5/13/02

Downtown Lodi Business Partnership
A/R Aging Summary
As of May 13, 2002

ZOOP A LOOP
TOTAL

Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
0.00	14.98	0.00	0.00	0.00	14.98
0.00	653.01	-200.00	0.00	15,944.84	16,397.85

	Chamber of Commerce	Downtown Association	Visitors' Bureau	Total Contributions	TOT
Davis (currently assessing need for continued funding)	0	\$30,000 (to BIA through Redevelopment Agency, Finance Dept collects fees but may start charging for service)	\$40,000	\$70,000	<ul style="list-style-type: none"> • 10% • \$918,000 • general fund • hotels generate an additional 1% for promotions
Galt	0	0	0	0	
Lodi	\$25,000	\$47,000 (additional 15,000 this year for fee collection)	\$130,000	\$217,000	
Manteca	20% of amount generated by TOT \$61,000 earmarked for Visitors Bureau	0	0	\$61,000	<ul style="list-style-type: none"> • 9% • \$420,000 • 20% to Visitors Bureau
Modesto		\$212,000 to BID	\$252,350	\$464,350	<ul style="list-style-type: none"> • \$2,293,000 • portion to redevelopment area from hotels in that area
Monterey	0	0	\$328,000 for marketing \$85,000 for managing conference center \$14,000 supplies \$117,000 contract to run center	\$544,000	
Napa	0	\$66 (+ additional contracts for special events)	\$275,000	\$341,000	<ul style="list-style-type: none"> • \$3,300,000
Roseville	\$30,000 for promotion of City	\$2500 to Neighborhood Association	\$11,500	\$44,000	<ul style="list-style-type: none"> • 6% • \$1,079,500 • general fund
San Luis Obispo	\$117,600 (Chamber & Promotional activities)	50% of Business License Fees (Farmers market, events) \$147,000	\$66,000	\$264,666	

Stockton	no direct support, a few (5) memberships @\$220 each	pay fee based on City property value in assessment district	\$355, 823 (booking and marketing for conference center: 41K marketing commission: 30K promotions: 284K)	\$355, 823	<ul style="list-style-type: none"> • \$950,000
Tracy	\$52,000 (\$15,000 to Economic Development, \$11,000 to Workforce Development, 9.5 to Community Info, 16K to events)	0	0	\$52,000	<ul style="list-style-type: none"> • 10% • \$718,350
Turlock					<ul style="list-style-type: none"> • 9% • \$295,000 • 33% between Visitors Bureau and Downtown Assoc.
Woodland	\$3000	\$25,000 (Funds part-time Downtown Coordinator position: for promotion and marketing of Downtown; funded by development agreement with Walmart for 3-4 years, hope to continue with agreement with Home Depot)	0	\$28,000	<ul style="list-style-type: none"> • 10% • \$580,000 • all general fund



Downtown Lodi NEWSLETTER

MAY 2002

MEET LINDA



Ms. Linda Miglio, your new Administrative Coordinator has only been here about three weeks as we write this article, and she has been quite busy. Many of you have already met her.

Linda is new to the Lodi area. She and her husband have moved here from Arizona to be near their children and grandchildren. Linda has previously worked in corporate as well as non-profit businesses in administrative and management areas. At the present time she is updating the information for our web site "DOWNTOWN LODI.COM" and she would like for you to call the office if you have a web site for your business so that we can link it to from our web site. Linda is anxious to meet all of you, and if she doesn't get in to meet you, feel free to call or come by the office to meet her.

NEW BUSINESSES

JUST AROUND THE CORNER

**Coming
Soon!**

Lodi Cooks... will soon be opening on Pine Street, around the first of May—a cook ware store.

The old Webbs will soon become the **School Street Bistro**.

2 Illuminate... will start construction at the old 11 North on School Street.

5TH STREET FAIR

The Lodi Chambers semi annual Street fair will be held on May 5th. Another great opportunity to attract new customers. Why not have some refreshments in your store and do a special sale.

Tokay Stich 'N' Quilt Guild

Marketing efforts on behalf of our Community Shopping Center, include collaborative efforts with organizations who hold events of their own in Downtown. The Quilt Guild held the annual event on March 23rd & 24th in our beautiful Downtown—drawing many out of town people. Estimates were about 1,000, from as far away as Reno, NV.

The Guild and your DLBP thanks those merchants who took advantage of this opportunity to participate in this event. They are Zoop-A-Loop, Christensen's Fashions, Thornton House Furniture, Elizabeth of California, Nana's Attic, Mom's Precious Treasures, and Sheri's Sonshine Nutrition Center.

These merchants were featured in the program, displayed beautiful quilts in their stores, and enjoyed the benefits of added foot traffic.

Watch this News Letter for MORE OPPORTUNITIES TO BE INVOLVED.

A GREAT MARKETING TOOL!

We are going to start a DLBP Tab insert which will be inserted into the Lodi News-Sentinel on June 11. This will include articles about Downtown Lodi. For more information on this marketing tool, please contact your Lodi News-Sentinel representative. Don't miss out!

A CLEAN DOWNTOWN IS

A SUCCESSFUL DOWNTOWN



Just a reminder, the door ways to your store are a first impression point for your customers. While the City keeps our sidewalks & streets clean, it is your responsibility to keep your immediate entry way clean.

Special Notice—after the Street Fair, George Bradley, Streets Superintendent, has arranged to have our sidewalks power washed. Thanks to George and his crew for the good job they do in keeping the Downtown clean.

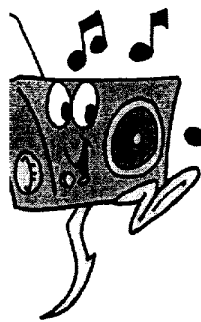
DART ACTION

Our board has been working hard on planning new events to attract even more people Downtown. They have also been diligently studying the budget, and posing new ideas to continue our success.

The board interviewed three potential Event coordinators to assist with putting on some of our proposed new events and the current Downtown Lodi event, which is scheduled this year for October 19th.

We also completed our first collaborative event with the Ji Chamber's School Street Stroll. Over 25 of our member merchants participated in the sell out event. A great time was had by all. There was more wine and food down here than you could possibly consume. The people made a Valiant effort at doing so.

Good job and thanks go to Pat Patrick, and his able staff...with a special thanks to Susan Bagley, who did most of the leg work. Your DLBP provided over 500 downtown Lodi Live wine glasses for the event.



Introducing a NEW EVENT!!!

Saturday, June 29 **Family Faith Festival**

This event is sponsored by the DLBP and its member Merchants. The event is part of five major events planned for 2002 and 2003 known as Downtown Saturday Nite

in conjunction with our major event called Downtown Live.

The night will focus on an evening of entertainment and family fun featuring multiple Christian Rock bands throughout the downtown area.

OLD—BUT GETTING BETTER

Moore's Chinese Martial Arts of Lodi is 25 YEARS OLD this year, and has been doing business at the same Sacramento Street Location all that time. Scott Reiswig, manager of the business for the last six years, has been studying there for 18 of their 25 years.



Had a great conversation with Scott, who is very proud of his business. What a great business to have in our revitalized Sacramento Street area. He has stuck through the bad times as well as the good times.

The studio was started by a Grand Master, and founder of Moore's, Da' Shifu. Teaching the Shou Shu...a mandarin Chinese art of self defense, which can also be described as an aggressive style. Scott, a native of Lodi, is a 3rd Degree Black belt, and I can tell you one thing for certain, I'm not going to mess with him. He is not only big, but looks the part of a martial arts instructor by being fit and lean.

Scott, teaches old and young, men & women from ages 6 on up. His oldest student is 91. As a special for you DLBP folks, Moore's is offering to ANY OWNER... a FREE enrollment on any program. For your employees, introductory lesson at ½ price...both great values. For more information call Scott at 369-8395 Monday through Friday, noon to 10pm. Thanks Scott for this offer, and Congratulations on 25 great years in Lodi's Community Shopping Center.

Special note to all DLBP members—Got something going on like an anniversary or other event? Got a special offer just for fellow members merchants? Want a profile article in the News Letter...Just come down to the office and bring us your information. We are always looking for member news.

FARMER'S MARKET ADVANCE T-SHIRT ORDER FORM

Hanes Beefy-T, Royal Blue, Same logo as last years with an addition of the American Flag. Here's an idea...Buy them for your staff and wear them on Thursdays to support our Downtown Farmer's Market.

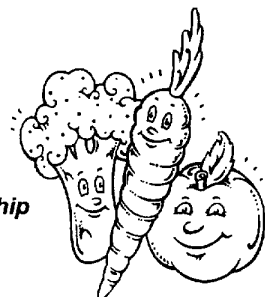
They are priced to sell at the following prices: S, M, Lg, XL are \$10.00 each XXL are \$11.00 each

SMALL	#	_____	@\$10=	_____
MEDIUM	#	_____	@\$10=	_____
LARGE	#	_____	@\$10=	_____
X-LG	#	_____	@\$10=	_____
XX-LG	#	_____	@\$11=	_____

TOTAL= _____

Please send or bring by this form and payment to the DLBP office before May 31st. Thanks Much!

Downtown Lodi Business Partnership
P.O. Box 1565
Lodi, CA 95241



FARMERS MARKET—NEW & EXCITING

The Farmers Market Committee has been busy working on this years Farmers Market & Festival and it is shaping up to be a great season. Last years attendance reached an all time high, and has become a social function that everyone enjoys.

The location this year will be on School Street, starting at Pine Street, and going two blocks to Walnut Street. This new configuration will allow Pine to remain open which will improve traffic flow. Also we will be able to utilize the Post Office side walk square for the new Wine & Beer Garden, which will be operated with the cooperation of the Lodi Lions Club. This will be a fundraising item for both organizations.

Live entertainment will continue to be a part of the Farmers Market, with many other activities combined with the market to enhance the participation of all. The market will start earlier this year...Thursday, June 13th...my lucky number.

We are also going to have new Farmers Market T-Shirts printed up and will be selling them for only \$10.00. Why not have all your employees wear them on the Farmers Market night to advertise the event? Please see the insert for the T-Shirt order form.

MAY CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 8:00am-9:00am Marketing Committee Meeting DLBP OFFICE	2	3	4
5 CHAMBER STREET FAIRE	6	7	8	9	10	11
12	13	14 6:15pm-8:15pm Board of Directors Meeting Tillie's	15	16 11:00am-12:00pm Parking Committee Meeting Carnegie Forum	17	18
19	20	21 5:30 pm Bank of the West Executive & Finance Committee	22	23	24	25
26	27	28 Deadline for articles for the Lodi News Sentinel TAB for the DLBP	29	30	31	

Coming Soon in June!

June 4th...Deadline for ad copy for the DLPB Lodi News-Sentinel Tab.

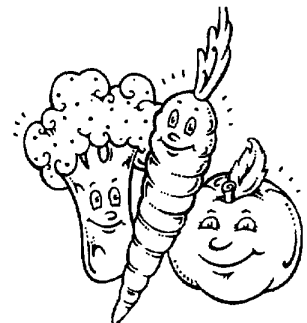
June 11th...DLBP Tab publishes in the Lodi News-Sentinel.

Thursday, June 13th Downtown Lodi Farmers Market Starts!

June 20th Downtown Lodi Farmers Market

June 27th Downtown Lodi Farmers Market

June 29th Family Faith Festival...be watching for more info





The Downtown Lodi Newsletter is published by the Downtown Lodi Business Partnership, publisher, Lew VanBuskirk. Layout and design provided by Sheri Didreckson. News items relating to downtown are eagerly sought. Please submit to the DLBP office either by mail, fax or e-mail (info. is directly below). Deadline is the 15th of each month for the following month.

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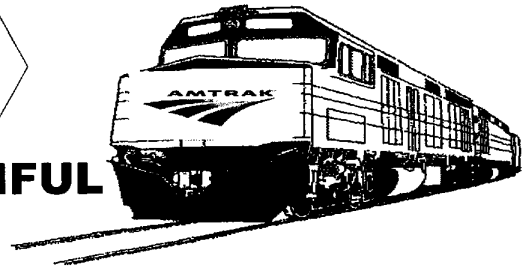
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Lodi!



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DOWNTOWN LODI...It's the Place to Be!



ANNUAL REPORT TO MEMBERSHIP 2001

This is your annual report as required by California Corporations Code. This will give you a recap of some of the benefits that you received by having your business in the assessment area.

The Downtown Lodi Business Partnership, in concert with the City of Lodi, is responsible for managing the daily affairs of the district, marketing, and event production and coordination as a major part of the overall marketing strategy.

EVENTS

The year 2001 saw the expansion of every one of our events, and the creation of a new event called Downtown Lodi Live in which an estimated 5,000 people took part, doubling the attendance of the replaced Beer Fest. The event occurred two weeks after the national tragedy of 911, and was not the financial success we had hoped for, but did meet or exceed all other expectations.

The Farmers Market & Festival had two nights that saw attendance swell to over 5,000. We combined with the Arch Bear Restoration Project, and the night the theater opened the people of Lodi came out to celebrate. Average attendance was about 2,500 per night.

Kiddie Parade was bigger and better than ever with over 1,500 kids from 2 to 12. Participants and onlookers numbered in excess of 4,000. In addition we had a Halloween parade with 200 entries, and up to 1,000 kids on the street trick or treating, the See's candy program in which a record number, 18 merchants participated, finishing up the year with what is becoming one of northern California's premier events, the Parade of Lights. This spectacular show had an estimated attendance in excess of 35,000 people with a sell out of 100 entries.

There were other programs, and the bottom line is that we drew approximately 85,000 to your Community Shopping Center. It is truly "The Place To Be."

BANNERS, TREE LIGHTS FOR CHRISTMAS, & BOWS...\$23,000 was expended to create an ambiance in our Downtown that is the envy of the San Joaquin Valley. Most everyone liked the miniature lights so much the board decided to keep them up year round.

PARKING IMPROVEMENTS...a very active parking committee helped to improve the parking situation by altering parking times to meet the needs of the area that was under construction, with a major anchor tenant in the stadium 12 theater about to burst on the scene. They continue to adjust as changes dictate.

FINANCIAL...the financial aspects of the assessment area were stable even after experiencing a significant loss on the Downtown Lodi Live event. Our balance sheet of December 31, 2001 showed cash in the bank of \$22,456 compared to \$39,611 the year before. In addition to the loss on the event, we received \$15,000 less funding from the city than the previous year.

We spent \$37,827 in marketing and advertising. There were cooperative advertising programs, event advertising, and general advertising expenditures. This also included parking maps & Kiosk up dates.

The other significant financial changes showed total income for 2001 or \$195,920 compared to the previous year \$169,531. Total expenses for the same two comparative years were \$202,114 compared to \$155,225 respectively. The major contributing factors to the difference in both income and expenses were the purchases of the banners and the tree lighting.

This completes the annual report. Every member of the assessment area is entitled to receive a copy of the financial statements which normally include the Profit and Loss statement and the balance sheet. You may obtain your copy by e-mailing, faxing or telephoning the office. Your copy will be e-mailed, faxed or mailed to you within 10 working days.

Respectfully submitted by
Lewis F. "Lew" Van Buskirk
Executive Director

Distributed in the May News Letter mailed prior to the first of May, 2002.